



## What You Learn Should Benefit Everyone in Your Law Firm

### The Power of One Idea

One new idea -- like a change in procedure, policy, introduction of a new product or service -- makes the investment of attending a regional conference worthwhile:

- Emphasize the most important thing you learned as a result of attending the regional conference
- Share new ideas with all law firm members
- Demonstrate new skills or processes you learned that will save the firm time and money
- Keep in contact with other conference attendees to build your networking resources
- Provide an executive report that summarizes new ideas you want to implement or develop further

Attending a regional conference is a valuable experience for everyone involved. Don't keep it a secret.